



3

Meeting the
Objectives

SECTION 3 - MEETING THE OBJECTIVES

3.1 Site surveys and desktop studies

Capita Symonds was provided a multi-disciplinary team who have each determined the scope of their objectives and formulated the optimum approach for gathering and processing information. Site visits have included thorough walk-over surveys (gaining permission where appropriate), digital and aerial photographic records for reference, preparation of sketch plans and arranging meetings on site with specialist consultees.

Historic maps and records have been used to set the study site in context and also been used to evaluate previous use and any contamination issues that may transpire. Capita Symonds has access to electronic data for all the statutory undertakers and this has been used to prepare plans of existing services as well as make recommendations in light of the masterplan strategy.

3.2 One-to-one consultations with all relevant parties

The project team has used as a baseline, the primary consultee list, provided by the Ulverston and Low Furness Project Officer. During the progress of the study, additional consultees have been identified and were included in the process of discussion. The team recognise that one meeting with each consultee may not be sufficient to foster a trust or to determine an outcome. To that end, the project team as a whole have been sensitive to this matter and pursued further meetings or stepped back as appropriate. At all times it has been paramount to be tactful and transparent in all discussions and to manage people's expectations. This was achieved by presenting the discussions as a "fact-finding" opportunity and not one where decisions were brokered

3.3 Reviews and assessments of all relevant documentation

Full use was made of the reference documents described in the brief and each of the project team also undertook their own research for relevant documentation that informed their decision-making. The project team were sensible to the fact that some the information was of a sensitive nature and guidance has been sought from the Steering group as to its reference and inclusion within the masterplan.

3.4 Public engagement exercises

Fundamental to the success of the masterplan is its adoption into the hearts and minds of the local population and the business community. Although professional site surveys, documentation research and detailed analysis of information can provide a strong framework to the masterplan, the finer detail of local knowledge and information comes from the community. Wherever practicable and achievable, site-specific issues raised at these events has been incorporated into the strategy.

The value of assessing the results of the public consultation process has been demonstrated by providing firm results that were presented to the Local and District councils as well as potential funders. Support for the strategy and successful implementation go hand in hand with a successful public engagement that can demonstrate a transparency of objectives and a tangible response to feedback.

3.5 Progress meetings and team workshops

The project team recognise and value the wide range of experience and professions within the canal masterplan Steering Group. Monthly progress meetings were set up to provide an update on progress to the group. This provided an invaluable opportunity to get feedback on various issues from the Steering Group and provide guidance on the final outcomes of the

strategy. A clear steer on planning issues, land ownership and business opportunities has helped to define the masterplan. Steering Group members also acted as representatives of their various organisations and provided feedback to colleagues.

The complexity of the project has meant that a coordinated approach was required from the project team. This was assisted by means of regular team meetings, where new ideas or problems were discussed and resolved. "Brainstorming" sessions were also used to provide creative and synergistic alternatives to some solutions. Regular cross-reference was made to the outcomes of each Steering Group meeting so that the masterplan remained focused and on target.